

## Key Vocabulary for Spring Term Overviews

<b>Subject: ICT</b>		<b>Year Group: Y8</b>
<b>Key Learning Points/End Points</b>	<b>Key Vocabulary</b>	
<b>Business Identity</b>	<p><b>Brand identity</b> – Brand identity is the visible elements of a brand, such as colour, design, and logo, that identify and distinguish the brand in consumers' minds.</p> <p><b>Business</b> – A business is defined as an organization or enterprising entity engaged in commercial, industrial, or professional activities.</p> <p><b>House Style</b> – A company's preferred manner of presentation and layout of written material.</p> <p><b>Logo</b> - a symbol or other small design adopted by an organization to identify its products, uniform, vehicles.</p>	
<b>Business Modelling</b>	<p><b>VAT</b> – A value-added tax (VAT) is a consumption tax that is levied on a product repeatedly at every point of sale at which value has been added.</p> <p><b>Expenses</b> – An expense is the cost of operations that a company incurs to generate revenue.</p> <p><b>Business Income</b> – Business income is the amount received from your customers for the goods or services that you have sold to them.</p> <p><b>Outgoings</b> – money that a person or business has to spend regularly, rather than money that they earn or receive.</p> <p><b>Goal Seek</b> – Goal seeking is the process of finding the correct input value when only the output is known.</p> <p><b>Spreadsheet</b> – an electronic document in which data is arranged in the rows and columns of a grid, and can be manipulated and used in calculations.</p>	